

Abstract

Name: Customer satisfaction with services of Oxygen fitness center

Goals: The main goal of this bachelor thesis is to determine how clients of the Oxygen fitness center are satisfied with the provided services and to find gaps in offered services and to find out what clients would like to improve or change and suggest possible steps leading to higher customer satisfaction.

Methods: In my bachelor thesis I used observation method to collect data. The main diagnostic tool was a questionnaire based on SERVQUAL method. The SERVQUAL method serves as tool to measure quality of services and is used to rate customer satisfaction.

Results: The obtained data are interpreted and displayed in tables and graphs in the results' section.

Key words: customer satisfaction, quality of services, methods of customer satisfaction rating, SERVQUAL